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# Spotify Gets Yet Another Weekly Personalized Playlist


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AUGUST 5, 2016 | 09:48AM PT

COURTESY OF SPOTIFY

Spotify's Discover Weekly playlist has been so well received that the service is introducing another weekly music compilation: Spotify's new Release Radar playlist will tell subscribers every Friday about new releases from the artists they love.

"With the huge amount of new music released every week, it can be difficult to keep up with the latest tracks," said Matt Ogle, who is in charge of Spotify's "what to play" music recommendation initiative. "With Release Radar, we wanted to create the simplest way for you to find all the newly released music that matters the most to you, in one playlist."

Streaming music services have long relied on personalized recommendations to make their huge catalogs of 30-some-million tracks less intimidating. Spotify's approach is interesting because it relies on scarcity: Instead of simply giving users an endless stream of music they might like, Spotify is compiling a few dozen songs to a playlist, which is more akin to a mix tape.

Spotify first introduced this approach a year ago with Discover Weekly, a weekly playlist of music recommendations that is being sent to its subscribers via email every Monday. Discover Weekly has been a hit for Spotify, with 40 million of its subscribers using the playlist to collectively stream more than 5 billion tracks in the first 10 months following the playlist's unveiling.

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<http://variety.com/2016/digital/news/spotify-release-radar-1201831401/>

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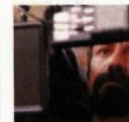
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